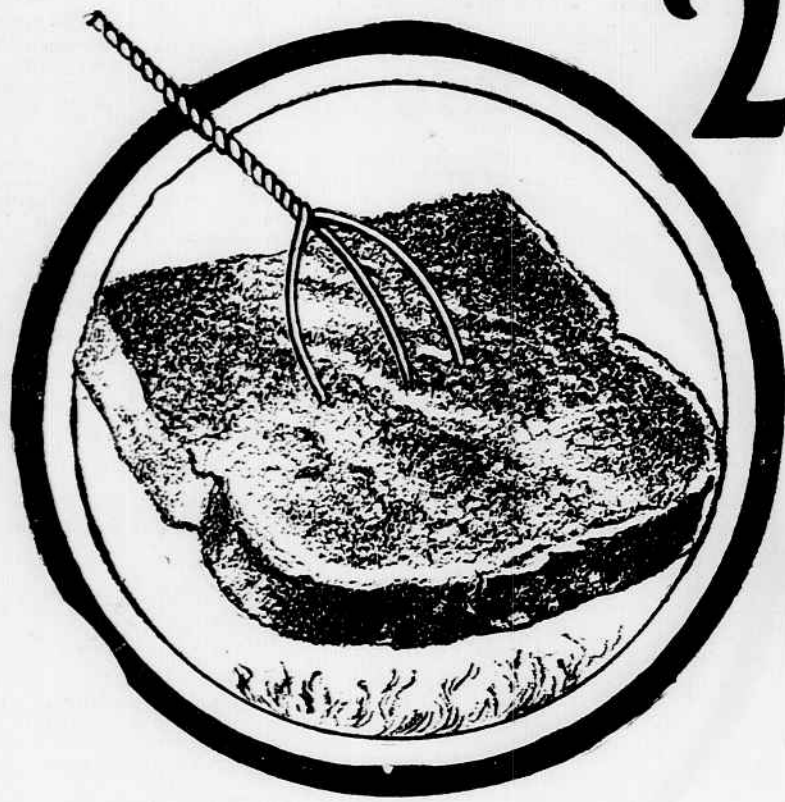


LUCKY
STRIKELUCKY
STRIKE

2 kinds of toast and a new cigarette



HOT buttered toast! Ready for you on the breakfast table; crisp, savory—altogether delicious.

Lucky Strike cigarettes: ready for you; full of flavor, different, delicious—because the tobacco—it's *toasted*.

Two agreeable, appetizing thoughts, aren't they? This is your introduction to toasted tobacco in a cigarette. You'll certainly be pleased to meet the new Lucky Strike cigarette.

And it's Burley Tobacco—*toasted*

Until we discovered the toasting idea you couldn't get the real Burley cigarette: flavor didn't stay with it.

Now you can; and *how you will love it!* Because Burley is what smokers call "blame good tobacco." They expressed their affection by using up 60 million pounds last year. You probably poured out your share—from a green, blue or red tin.

Hot buttered toast! And a cigarette made on the same principle. You'll make a life contract with the new Lucky Strike cigarette. The tobacco—it's *toasted*.

LUCKY STRIKE cigarette

20
for
10¢

If your dealer does not carry them, send \$1 for a carton of 10 packages to The American Tobacco Co. N.Y. City

Our men will demonstrate to you how the tobacco is *toasted*—at many stores

It's toasted

Guaranteed by

The American Tobacco Co.
INCORPORATED

LUCKY
STRIKELUCKY
STRIKE